



## Fall 2005 Newsletter

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### Philadelphia Director Announced

We are very pleased and excited to announce that Mr. Tony Ceballos, Senior International Trade Specialist with the West Los Angeles USEAC, has been selected as the Director of the Philadelphia USEAC. Tony will assume the responsibilities of director on October 17, 2005.

Tony competed brilliantly for the position and will bring with him a wealth of client, partnership, and team leadership experience. A highly regarded member of the Southern California Network, Tony will bring fresh ideas and perspectives to not only the Philadelphia Office, but also our partners and clients.

### Recent Trade Leads

#### Development of Websites and Portals

*Kingston Jamaica:* The Government of Jamaica's Ministry of National Security is seeking bidders from the Inter-American Development Bank countries to design websites. Those eligible will be needed to

develop and install website and Portal infrastructure/gateway for the Ministries of National Security and Justice as well as provide training, technical support and maintenance. **For more information on this lead, please contact**  
[Samuel.Cerrato@mail.doc.gov](mailto:Samuel.Cerrato@mail.doc.gov)

#### Electro Mechanical Equipment

*Jerusalem, West Bank/Gaza:* A Palestinian electrical contracting company is requesting American-made electro mechanical equipment that includes medium voltage transformers (400 Kva, 630 Kva, 1,000 Kva, and 1,500 Kva). Also needed for this equipment is a ring main unit SF6 and public household lights and lighting fixtures. **For more information on this lead, please contact**  
[Janice.Barlow@mail.doc.gov](mailto:Janice.Barlow@mail.doc.gov)

#### Dinnerware, Dishes, Pots and Pans....

*Mexico City, Mexico:* An export opportunity to a Mexican company who is interested in dinnerware, chinaware, dishes, pots and pans for domestic use. The company is already doing business in the U.S. and distributes their products

nationwide. **For more information on this trade lead, please contact**  
[Terez.Wood@mail.doc.gov](mailto:Terez.Wood@mail.doc.gov)

### **Chilean Armed Forces**

*Santiago, Chile:* A Chilean firm that sells to the Chilean Armed Forces would like to represent U.S. products of the following: arms and ammunition, parts for F-16 aircraft, aircraft ejection seats, accessories and survival equipment, parachute flares, military suits, etc.

**For more information on this trade lead, please contact**

[Paul.Gaspari@mail.doc.gov](mailto:Paul.Gaspari@mail.doc.gov)

These leads are only a sample of the trade leads we get on a daily basis. For more information, please **contact** a Trade Specialist at (215) 597-6101.

### **Korea Commercial Officer Briefs Area Universities**



On August 30, Mr. Ken Duckworth offered two education briefings – one for area universities that will be visiting Korea and Japan on a “Study Philadelphia” tour this October, and another for local recruiters for area universities. University representatives were able to get a feel for the education environment in Korea including the number of students, most popular degrees, the level of importance of higher education in the local culture, as well as the best ways to recruit Korean students.

### **Export Controls Conference Held by USEAC and Temple University SBDC**

*Date: September 20-21, 2005*

*Location: Bally's Hotel and Casino  
Atlantic City, NJ*

On September 20<sup>th</sup> and 21<sup>st</sup>, the Trenton and Philadelphia USEAC's, in collaboration with the Temple University Small Business Development Center, held an Exporting Controls Conference at Bally's Hotel and Casino in Atlantic City, NJ. The two hundred Conference attendees came from all over the United States and even included participants from as far away as Sweden.

Company representatives attended the Conference in order to gain a clear understanding of the various procedures needed for export licensing and documentation. Presentations were made directly by the Bureau of Industry and Security – the regulating body for goods leaving the country – making it a value-packed seminar.

In addition to presentations by the Bureau of Industry and Security, the Conference also included a segment on the International Traffic and Arms Regulations presented by attorney Margaret Gatti of Gatti & Associates, Inc.

The Philadelphia and Trenton USEACs wish to thank their sponsors PNC Bank, UPS, Jade International Inc., BDP International Inc., Ametek Inc., Comprehensive Language Center Inc., the World Trade Center of Greater Philadelphia, and Gatti & Associates for their assistance in putting together this successful event.



Conference attendees listen to one of several presentations on export controls.

### Market of the Month – Japan



With the largest and most diverse economy in Asia, Japan offers a wealth of opportunities for U.S. companies. Thousands of U.S. companies have established successful operations in Japan and even more export to Japan on a regular basis.

Changes brought through technology and the Internet, restructuring within the Japanese economy and bilateral negotiations, have opened the Japanese market in many sectors where U.S. companies are globally competitive including telecommunications, medical

equipment and pharmaceuticals, energy (including power generation and transmission equipment), information technology, insurance, and financial services. Industry, the most important sector of the economy, is heavily dependent on imported raw materials and fuels. As a result of the Economic Partnership for Growth, launched by President Bush and Prime Minister Koizumi in June 2001, the U.S. and Japanese governments continue to exchange reform recommendations on key sectors every fall. Now more than ever, Japan deserves a second look.

**Best Prospects** for U.S. exporters exist in the following sectors:

*Biotechnology*  
*Computers/Software*  
*Education*  
*Healthcare/Medical Products*  
*Lifestyle Market*  
*Major Projects*  
*Nutritional Supplements*  
*Power Generation*  
*Telecommunications*  
*Travel and Tourism*

**To learn more about the Japanese market, please visit the website:**

<http://www.buyusa.gov/japan/en>

### Environmental Technologies Trade Mission to Southeast Asia- date set for the end of April

The U.S. Department of Commerce's Environmental Technologies Trade Mission to Kuala Lumpur, Bangkok, and Manila offers a cost-effective way to meet pre-screened business contacts, prospective agents, distributors, partners, and end-users and to explore new business opportunities in these three fast-growing Southeast Asian countries.

**U.S. Department of Commerce – U.S. Commercial Service**

<http://www.buyusa.gov/philadelphia>

**Malaysia:** Malaysia's US\$800 million environmental market offers attractive potential for U.S. environmental technologies companies. Key areas of current and on-going investment include public water supply, sewage treatment, and industrial wastewater treatment. An emerging sector is the remediation of contaminated land and brownfield clean-up.



**Thailand:** Thailand will need to invest approximately US\$1.2-1.5 billion to attain universal coverage for safe water and sanitation by 2020. Investments required for improving air quality are estimated at US\$350-500 million and US\$300-400 million for solid waste management over the next decade.



**Philippines:** The US\$700 million Philippine market for environmental products, technologies and services offers excellent opportunities for U.S. companies. Key areas targeted by the Philippine Government for investment include air pollution and wastewater treatment.



**For more information on the trade mission please contact:**  
[Janice.Barlow@mail.doc.gov](mailto:Janice.Barlow@mail.doc.gov)

**U.S. Catalog Pavilion has Prime  
Location at EcoEfficiency 2005  
Exhibition on October 31**

With this year's show focusing on Natural Gas as an environmentally sound source of energy, the U.S. Commercial Service together with the U.S. Department of Energy has arranged for a U.S. National Catalog Pavilion in order to display U.S. Natural Gas Technologies at the event.

The U.S. Catalog Pavilion will be located directly next to Gazprom's central pavilion. The Russia giant, Gazprom, is the largest gas company in the world, and the primary sponsor of this year's event. To further attract visitors to the U.S. Catalog Pavilion, a seminar will be held at the pavilion to discuss the U.S. experience in natural gas fleets.

If you are interested in displaying your company's literature at this prominent event, **please contact**  
[Janice.Barlow@mail.doc.gov](mailto:Janice.Barlow@mail.doc.gov)

**Commercial Service Assisting  
Companies Access the Booming  
Middle Eastern Medical Market**

The Middle East medical market is estimated at more than US\$84 billion, and opportunities continue to develop with the construction of new hospitals and clinics, and an effort by governments to modernize current facilities.

This market is growing, and U.S. products are in high demand. U.S. products are recognized as very high quality, not to mention technologically advanced. The combination of growth and demand in this region makes it an excellent opportunity for U.S. Exporters in the Health care Industry.

In order to help U.S. Exports of medical equipment access this increasingly important market, the U.S. Commercial



Service has arranged to have an American Product Literature Center at the Arab Health 2006 show in Dubai, United Arab Emirates, January 22-25. For a fee, U.S exporters interested in establishing a distributor or testing the market can send their literature to be displayed at the show.

**For more information please contact:**  
[Stephanie.Bernard@mail.doc.gov](mailto:Stephanie.Bernard@mail.doc.gov)

**Automotive Aftermarket  
Industry Week  
Takes on Las Vegas this November**

This year's AAIW will be featuring AAPEX-Automotive Aftermarket Products Expo at the Sands Expo and The SEMA Show (Special Equipment Market Association Show) at the Las Vegas Convention Center Tuesday, November 1 - Friday, November 4, 2005, Las Vegas, Nevada USA

The Automotive Aftermarket Products Expo (AAPEX), located in the Sands Expo Center, represents the do-it-yourself retail aftermarket and the professionally installed aftermarket. More than one million square feet of space makes AAPEX your global source for parts, accessories and service equipment. Special show sections include Machine Shop; Paint, Body & Equipment; Tool & Equipment; Medium & Heavy Duty Truck; SUV; Vehicle Technology; Mobile Electronics/ E-Commerce and Auto International.

The SEMA Show, located in the Las Vegas Convention Center, represents the fastest growing segment of the specialty automotive aftermarket industry. Eleven miles of aisles packed with profit-making products for several niche markets including, light truck, street rod, wheel/tire, restoration, on-board technology, street performance, off-road, restyling, racing, mobile electronics and import/sport

compact performance. **For more information, please visit**  
<http://www.aapexshow.com/>

**For more information on the services that we can provide to you at the show please contact:** [Amy.Ryan@mail.doc.gov](mailto:Amy.Ryan@mail.doc.gov)

**Small Businesses Administration Sets New Record**

The SBA for commercial financing set a loan volume record for the fifth consecutive year as they reached \$19 billion in financing for small businesses. They have recorded a 23 percent increase in loans from the previous fiscal year as small businesses are using these loans primarily for working capital.

"This is fantastic news for small businesses as we are very pleased with the results of our two main loan programs showed in FY 2005", said SBA Administrator Hector V. Barreto. He also mentioned that it is further evidence that small businesses are continuing to power the economy and create jobs.

Of those who received loans, minorities and women were highly represented. Minorities have received \$5.8 billion in 7(a) and 504 programs, which is a 26% increase over the previous year. Women have received \$3.3 billion in 7(a) and 504 programs leading to a 27% increase over the 2005 fiscal year.

**Interested in how the SBA can help you with export financing? Please contact**  
[Robert.Elsas@mail.doc.gov](mailto:Robert.Elsas@mail.doc.gov)



**Amy Ryan**  
*Automotive,  
Transportation,  
Textile/Apparel, &  
Financial Services*

Amy Ryan has an extensive background working on international trade issues with small businesses. After getting a Master of Arts in International Politics from the University of Kentucky five years ago, she began working for the Import Administration within the Department of Commerce. Amy worked on anti-dumping issues – keeping foreign products from being sold under cost of production in the U.S.

Amy then moved on to Trade Development, also part of the Department of Commerce, where she worked with an advisory committee made up of small businesses. The committee discussed how the U.S. Trade Representative's negotiations in Free Trade Agreements would affect small businesses. While in this position last June, Amy also had the opportunity to speak about U.S. Government assistance to women exporters at the Women's Entrepreneurship Forum in Istanbul, Turkey.

Since her arrival in April 2005, Amy has jumped in to her Trade Specialist work by making a considerable outreach effort to clients in her Education & Training portfolio, which included an Export Achievement Certificate presentation to Drexel University. Outreach plans for her other industries that include Automotive/Transportation (except Aviation), Textile & Apparel, and Financial Services are currently underway.

There are many government organizations and departments that get involved with product and services, that are exported out of the U.S. For new exporters, there is a list of links available where you can refer for help on navigating the export process.

**For more information, please visit**  
<http://www.buyusa.gov/philadelphia/links.html>

The power of language can become a problem when attempting to enter a foreign market. We have provided some FAQ's about the translation and interpretation services that are available for exporters.

**For more information, please visit**  
<http://www.buyusa.gov/philadelphia/translation.html>

### **Upcoming Events**

#### **Chile Free Trade Agreement Briefing October 18 and 20, 2005**

In January 2001, the Chile Free Trade Agreement went into effect and offers many benefits for your company. Tariffs on 90% of U.S. goods exported to Chile were eliminated and as a result exports have increased 24%. The briefing will include a roundtable discussion with Senior Commercial Officer, Americo Tadeu, from the U.S. Embassy in Santiago, Chile. Mr. Tadeu will be available for one-on-one appointments after the briefing. This event will take place on October 18, 2005 in Philadelphia and on October 20, 2005 in Lewisburg.

**For more details about this event or to register on-line please visit**  
<http://www.buyusa.gov/philadelphia/chilemarket.html>

## **Breaking into the International Trade Game**

This exclusive training program is designed to educate dynamic export business leaders who are committed to maximizing their companies' exports. The skills, strategies, insights, and network of contacts gained upon completion of this series of seminars will equip you to lead your company in international expansion.

Please visit the following link to see upcoming sessions and topics:  
<http://www.buyusa.gov/philadelphia/tradegame.html>

## **World of Concrete January 18-21, 2006**

The WOC returns to Las Vegas, NV to source thousand of new ideas, products and technologies from 1,597 exhibiting to over 73,000 construction professionals. The WOC plays a major role as the leading industry provider of concrete, masonry, and technology solutions. This event will exhibit the history of concrete and what there is to look forward to for the future of the industry.

**For more information, please visit**  
<http://www.worldofconcrete.com>

## **Northeast Asia Nutritional Supplements Market**

**Taiwan- October 12**  
**Japan- October 26**  
**Korea- November 9**

A webinar series (web based seminar) on the tactics of entering and succeeding in the northeast Asia nutritional supplements market. This webinar series will be a highly focused, interactive seminar in a "virtual classroom" setting that covers distribution, marketing, and regulatory issues related to selling nutritional supplement in Japan,

Korea, and Taiwan. Several important factors about this seminar include understanding the regulatory approval process from U.S. Commercial Service Industry Specialists, learning from successful U.S. companies, and connecting with in-country distributors. There is limited space of 25 participants per webinar where you will be able to ask questions and participate from your home or office!

**For more details about this webinar series, please contact Stephanie Bernard**  
[Stephanie.Bernard@mail.doc.gov](mailto:Stephanie.Bernard@mail.doc.gov)

## **European Banking and Insurance Fair November 2005**

The U.S. Commercial Service at the American Consulate General in Frankfurt, Germany has prepared ways for those interested to participate in the European Banking and Insurance Fair. They are highly cost-effective ways to for you to raise your profile in Germany and Europe. The EBIF focuses on computer software, hardware and services for banks, financial institutions, and insurance companies. Frankfurt is the financial hub of Europe, with three of Germany's top four banks headquartered in the city.

The three options to participate are as follows: take you own exhibition space, personally participate in the "USA" Satellite Booth, or you can send us your catalogues and product/service information and we will represent you at the fair.

**For more information about this fair, please contact Amy Ryan**  
[Amy.Ryan@mail.doc.gov](mailto:Amy.Ryan@mail.doc.gov)